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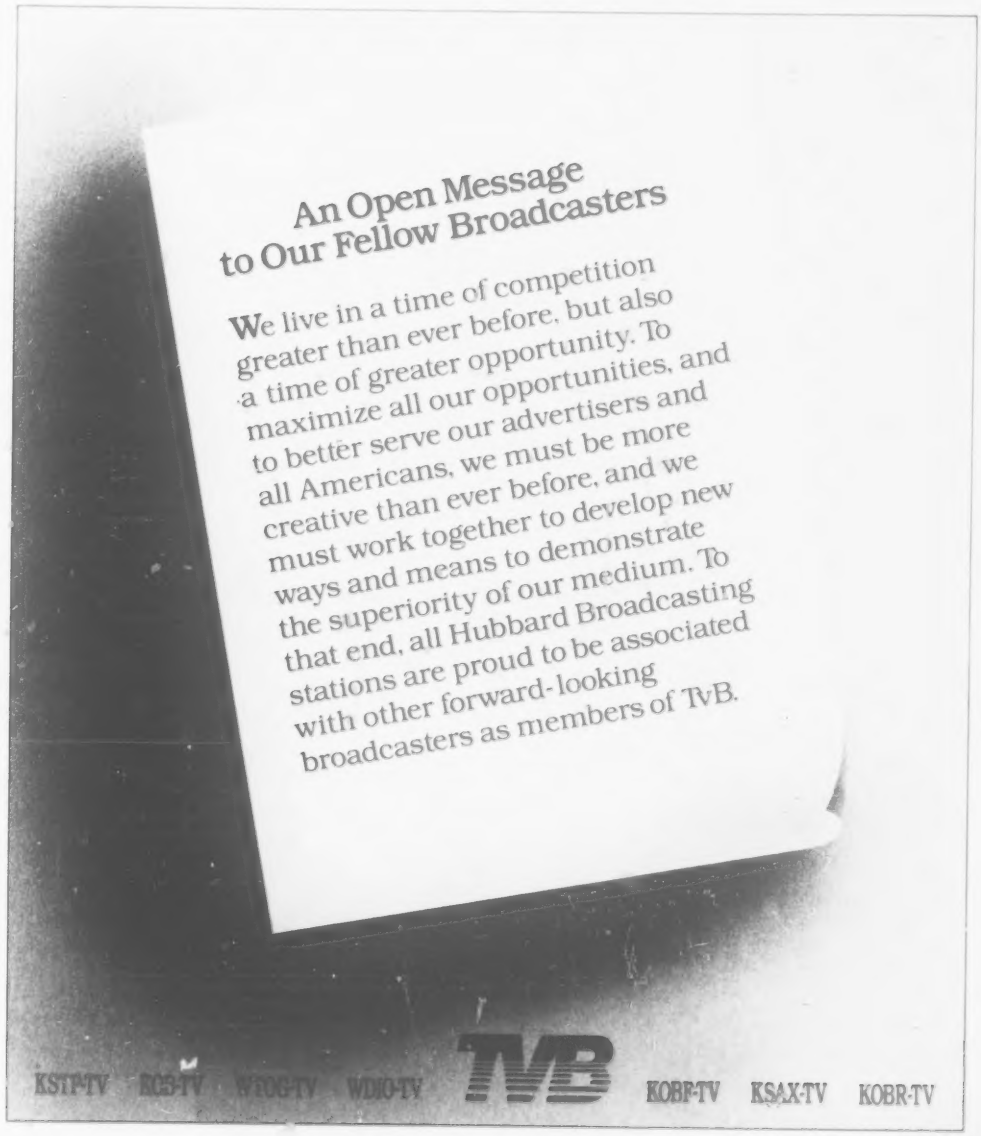
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 16


An Open Message
to Our Fellow Broadcasters
We live in a time of competition greater than ever before, but also a time of greater opportunity. To maximize all our opportunities, and to better serve our advertisers and all Americans, we must be more creative than ever before, and we must work together to develop new ways and means to demonstrate the superiority of our medium. To that end, all Hubbard Broadcasting stations are proud to be associated with other forward-looking broadcasters as members of TvB.
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KSAX-TV
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4520 EAST-WEST HWY
COUGRESSNL IVED SKV **SAMPLE
SKI ACQ
20914SRI AT&SOI ZWZ
**********5-DIGIT 20814

NATPE
34th Year 1989

Vol. 116 No. 3

Broadcasting Jan 16

In the heat of late night...

With two weeks and one week, respectively, under their belts, early ratings for new

Sajak with The Judds

Hall

late night talk show hosts Arsenio Hall and Pat Sajak seem to indicate both programs are exceeding initial expectations. **PAGE 43.**

ESPN baseball: the long run...

Although ESPN President and CEO Roger Werner Jr. does not expect to make big profit on four-year Major League Baseball contract, package is expected to increase cable service's year-round viewing in all dayparts. **PAGE 45.**

NAB goes west.

Among topics expected to be discussed at National Association of Broadcasters' joint board meeting in Arizona are fairness doctrine, must-carry and proposed $15.7 million FY '89 budget. **PAGE 46.**

50/**MORE MONEY FOR DBS VENTURE**

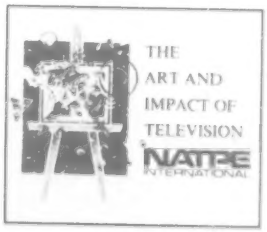
UK direct broadcast satellite project, British Satellite Broadcasting, gets additional $238 million boost from investors as it prepares to compete head-to-head with Rupert Murdoch's Sky Television group.

86/**RADIO RATINGS: MARKETS SIX-TEN**

Compared to results during same quarter in 1987, AOR formatted stations in top 10 markets generally show drop in share during fall 1988 Arbitron ratings.

54/**NATPE '89: KEEPING PACE**

Under banner of "The Art and the Impact of Television," this year's NATPE International



gathering in Houston is expected to draw crowds on par with last year's convention. Agenda and exhibitor listings also begin on page 54.

92/**INTV WRAPUP**

Although some suppliers at Association of Independent Television Stations say sales were sluggish-to-moderate as expected, others report sales exceeding expectations.

93/**COMEDY BACK TO BACK**

NBC Entertainment President Brandon Tartikoff says NBC will run, as one-time experiment, full night of network's most popular comedy series in prime time.

94/**VOTE OF CONFIDENCE**

In face of speculation that CBS's entertainment division would undergo personnel changes because of its low rated first-year programing this season, CBS Broadcast Group President Howard Stringer says he's "completely satisfied" with CBS Entertainment President Kim LeMasters and his team at CBS Entertainment. In related story on page 44, LeMasters talks about moving network out of third place.

95/**YEAR LATER**

Fox Broadcasting Co.'s second annual affiliates meeting in Los Angeles is upbeat, with expressions of confidence in FBC's expansion plans.

96/**REAGAN'S FINAL BUDGET**

President Ronald Reagan's final budget provides FCC with funding commission says it can live with and includes proposal to auction off portions of spectrum not used for mass media.

102/**CANADIAN VOICES**

Canadian Parliament is expected to enact legislation that will change that country's broadcast regulations and strengthen Canadian content and texture of programing aired there.

113/**CABLE SYSTEM SALES**

Cooke Cablevision and New York Times Cable are matched with buyers in deals for $1.47 billion and $420 million, respectively.

135/**SONY POINT MAN**

Sony's Richard Wheeler has risen through company's ranks to assume post of Sony Communications Products Co. president, where he is leading that company's push for digital future.

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casters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

Compulsory License

■ FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

Two weeks ago, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June, 1988 and according to aide, plans to revive measure.

Crossownership

Telco-cable—FCC tentatively concluded last July to recommend that Congress lift cross-ownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas. FCC Commissioner Patricia Diaz Dennis dissented from actions.

In comments filed with FCC, telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC cross-ownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CPs	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	350	2,456

CABLE†

Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit.

Direct Broadcast Satellites

■ GE Americom and HBO (Crimson Satellite Associates) have filed petitions to reconsider Nov. 8, 1988, FCC decision to deny request to modify their medium-power direct-to-home TV (DBS) satellite, Satcom K-3, power from 45 watts to 60 watts. Denial of power boost, which has been considered necessary to reach mass-marketable three-foot receiving dishes, could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve the entire nation from one orbital position, said it will later this month join Dominion Satellite and Continental Satellite in filing comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Comments on proposal are due Jan. 17, and replies are due Jan. 31.

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early this year.

"True" high-power Ku-band DBS delivery of TV programing directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose DBS plan will go to parent, General Motors, for approval early this year. Hughes DBS's 200-watt power—10 times higher than current fixed satellite service

Huntington Avenue, Boston 02115.

March 1-2—"What's Ahead for the 1990's?" public affairs seminar sponsored by *Women in Communications*. Key Bridge Marriott, Arlington, Va. Information: (703) 528-4200.

March 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 2—*International Radio and Television Society* annual presentation of Gold Medal Award, this year to five recipients, in honor of 50th anniversary of IRTS. For news: Walter Cronkite; radio, Paul Harvey; TV, Bob Hope; advertising, Edward Ney; and cable, Ted Turner. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 3**—Deadline for entries in international Gold Medallion competition sponsored by *Broadcast Promotion & Marketing Executives*. Information: Jay Curtis, (213) 465-3777.

March 3-4—Eighth convention of *Northern California chapter of Radio Television News Directors Association*. Concord Hilton, Concord, Calif. Information: (415) 451-8760.

March 5-6—*Cable Television Public Affairs Association* Cable Forum '89. Vista International hotel, Washington. Information: (202) 639-8844.

March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters* group head fly-in, where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry. DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

■ **March 14**—*Ohio Cable Television Association* annual meeting and legislative reception. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

March 16—45th annual dinner of *Radio & Television Correspondents Association*. Grand Hyatt hotel, Washington. Information: (202) 828-7016.

March 21—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

■ **March 21-23**—*Satellite Broadcasting and Communications Association/STFI* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

March 22—Radio station acquisition seminar sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

■ **March 29**—*New Jersey Broadcasters Association* annual managers conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

March 29-30—*Illinois Broadcasters Association* spring convention. Ramada, Springfield, Va.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

March 31-April 1—*California-Nevada AP Television and Radio Association* convention. Monterey Sheraton, Monterey, Calif. Information: (213) 746-1200.

April

April 3-5—*Central Educational Network* annual conference. Radisson hotel, Toledo, Ohio. Information: S.J. Peters, (312) 390-8700.

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washington.

Errata

Statement in Jan. 9 "In Brief" about **EEO petitions in Florida** that read "The petition asks the FCC to conduct bilingual investigations..." was inaccurate. Petition refers to *Bilingual-Bicultural Coalition on the Mass Media vs. FCC* court case, and **asks FCC to conduct similar investigations to determine if there was "substantial statistical disparity... with a languishing affirmative action plan."** *Bilingual* case raised question of whether station's poor EEO performance was owed to intentional discrimination.

□

Ratings for Discovery Channel were omitted from cable ratings chart in ("In Brief," Jan. 9). Service scored 0.7 in prime time in fourth-quarter 1988, same as in 1987, although homes reached increased from 178,000 to 253,000. For its full 18-hour schedule, service had 0.4 in fourth-quarter 1988, identical to fourth-quarter 1987, with homes count increasing from 108,000 to 145,000.

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AOR drops in fall Arbitron books

Compared to results during the same quarter last year, AOR formatted stations in the top 10 markets for the most part witnessed a drop in share during the fall 1988 Arbitron ratings (for markets one to five, see BROADCASTING, Jan. 9). All results below are based on the Arbitron fall 1988 radio local market report for the period Sept. 22-Dec. 14, 1988 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Detroit (sixth market), MOR/newstalk WJR(AM) and urban contemporary WJLB(FM) maintained their respective number-one and number-two slots. In the contemporary hit category, WDFX(FM) jumped up the list with its 5.4 share (compared to a 3.1 share during summer 1988 and a 2.4 during fall 1987). Another contemporary hit station, WHYT(FM), dropped from a 5.3 during summer 1988 to its current 3.4, although the station did top its fall 1987 4.7 share. Also dropping was easy listening WJOI(FM), which fell from 5.1 in the summer 1988 book to a 4.7. AOR WRIF(FM) climbed back into the top 10 with a 3.6, up from 3.0 during summer 1988, but dropped from 3.9 for fall 1987.

Boston's adult contemporary WBZ(AM) entered the top position with a 7.4, up from 6.4 during summer 1988 and 7.3 during fall 1987. Contemporary hit WXKS-FM dropped from a first place tie with WRKO(AM) in the summer 1988 book (each with 7.1) to its current third-place 5.9 share. Contemporary hit WZOU(FM) also took a drop, falling from a 6.1 in the summer 1988 book to its current 5.0.

Adult contemporary KVIL-AM-FM held the number-one position in the Dallas-Fort Worth market, jumping from a 6.9 share during summer 1988 to its current 8.3. Urban contemporary KKDA-FM, which placed number one in the summer 1988 book with the added strength of its simulcast co-owned AM, dropped to the number-three position on its own. Country formats made a strong showing in the fall 1988 book, with KSCS(FM), KPLX(FM) and WBAP(AM) taking three of the top five positions.

One of the AOR stations taking a drop in the Washington market was WWDC-FM, dropping from a 5.7 share in the summer 1988 book and a 5.6 share in the fall 1987 book to its current 4.2. Although contemporary hit WPGC-FM lost the added strength it held as an AM-FM simulcast in the summer 1988 book, the station came in fourth place with a 6.0. Contemporary hit WAVA (FM) didn't fare as well, dropping from a 5.2 in summer 1988 to 4.5. Making its way into the top 10 was adult contemporary WLTT(FM), up from a 3.0 last summer to its current 3.5 share.

In Houston-Galveston, urban contemporary KMJQ(FM) came in strong at number one with a 9.8 share, up from a 9.3 during summer 1988. Country KIKK-FM took a kick down the list from the number-two spot in the summer 1988 book (with a 7.0 share) and from an 8.3 share for the same period last year. Another country station dropping in the market was KILT-FM, down from a 5.9 during fall 1987 and a 6.2 during summer 1988 to its current 4.6 share. Easy listening KODA(FM) made a healthy climb up the list from a 4.9 during summer 1988 and a 5.7 during fall 1987 to its present 6.1 share. News/talk station KPRC(AM) also moved up, from a 3.3 during summer 1988 and a 3.1 during fall 1987 to its current 4.0.

Station	Format	Fall 87	Fall 88
Detroit			
WJR(AM)	MOR/news/talk	10.8	9.0
WJLB(FM)	urban contemp.	8.6	7.0
WDFX(FM)*	contemp. hit	2.4	5.4
WWJ(AM)	news	4.9	5.1
WNIC-FM	adult contemp.	4.1	4.9
WJOI(FM)	easy listening	6.2	4.7
WWWW(FM)	country	4.1	4.7
WCZY-FM	contemp. hit	4.3	4.4
WOMC(FM)	adult contemp.	4.0	4.4
WLLZ(FM)	AOR	4.5	3.8
WRIF(FM)	AOR	3.9	3.6
WCSX(FM)	classic rock	3.7	3.4
WHYT(FM)	contemp. hit	4.7	3.4
WKSG(FM)	oldies	2.3	3.4
Formerly WDTX			
Boston			
WBZ(AM)	adult contemp.	7.3	7.4
WRKO(AM)	talk	6.9	7.2
WXKS-FM	contemp. hit	7.0	5.9
WJIB(FM)	easy listening	5.7	5.4
WHDH(AM)	adult contemp.	5.2	5.2
WODS(FM)	oldies	2.9	5.2
WZOU(FM)	contemp. hit	5.2	5.0
WBCN(FM)	AOR	7.4	4.8
WZLX(FM)	classic hits	4.4	4.8
WEEI(AM)	news	5.2	4.2
WMJX(FM)	adult contemp.	2.9	3.6
WSSH-FM	soft contemp.	4.4	3.6
WROR(FM)	adult contemp.	3.2	3.2
Dallas-Ft. Worth			
KVIL-AM-FM	adult contemp.	9.3	8.3
KSCS(FM)	country	4.1	7.4
KKDA-FM	urban contemp.	8.6	7.2
KPLX(FM)	country	7.4	6.5
WBAP(AM)	country	5.3	6.2
KRLD(AM)	news	6.6	5.9
KHYI(FM)	contemp. hit	4.9	5.0
KMEZ-AM-FM	easy listening	6.0	4.8
KEGL(FM)	contemp. hit	6.2	4.5
KLUV(FM)	oldies	3.6	3.4
KTXQ(FM)	AOR	3.7	3.4
Washington			
WMZQ-AM-FM	country	7.3	7.1
WGAY-FM	easy listening	7.4	6.8
WKYS(FM)	urban contemp.	6.5	6.2
WPGC-FM	contemp. hit	4.9	6.0
WMAL(AM)	variety	6.5	5.7
WHUR-FM	urban contemp.	5.0	4.9
WAVA(FM)	contemp. hit	4.5	4.5
WRQX(FM)	contemp. hit	4.3	4.5
WWDC-FM	AOR	5.6	4.2
WCXR-FM	adult contemp.	4.0	3.7
WTOP(AM)	new	4.7	3.7
WLTT(FM)	adult contemp.	3.4	3.5
Houston-Galveston			
KMJQ(FM)	urban contemp.	7.8	9.8
KKBQ-AM-FM	contemp. hit	6.5	7.5
KIKK-FM	country	8.3	6.8
KODA(FM)	easy listening	5.7	6.1
KRBE-FM	contemp. hit	6.4	6.0
KTRH(AM)	news	4.9	5.7
KLOL(FM)	AOR	6.2	5.2
KILT-FM	country	5.9	4.6
KFMK(FM)	adult contemp.	4.9	4.3
KPRC(AM)	newstalk	3.1	4.0

biggest problem night, include the previously announced *Dream Street* and *The Jim Henson Hour*, as well as *Quantum Leap*, a drama about time travel.

Tartikoff reported that Terry Louise Fisher, co-creator of *L.A. Law*, was at work on a drama for NBC and that John Sayles has written a pilot for NBCP called *Shannon's Deal* about an investigative attorney. NBCP is developing a drama based on the FBI character played by Robert Loggia in last year's mini-series, *Favorite Son*.

Tartikoff said NBCP produced about five pilots during last year's development season, and will probably double that output. In addition, NBCP is producing the NBC daytime serial *Generations* and is developing several Saturday morning programs. "We hope to have two out of five hours of Saturday morning provided by NBC Productions," said Tartikoff.

On the mini-series front, Tartikoff reported that television producer-director Gregg Hoblitt has been signed to direct a project about the landmark U.S. Supreme Court abortion decision, *Roe vs. Wade*. Also in development is a mini-series treatment of *Phantom of the Opera* (from Edgar Scherick), expected to air next December, as well as one about the founding of the Ku Klux Klan called *Cross of Fire*, from Leonard Hill Productions. Michael Mann is producing a mini-series called *Desperados: The Kiki Camarena Story*, based on the book by Elaine Shannon.

Also, NBC will rebroadcast on March 24 the *Peter Pan* production starring Mary Martin, which has not been on television for 16 years, Tartikoff said.

Tartikoff acknowledged mixed results so far for Disney's new Sunday night program at 7 p.m., consisting of rotating series, movies and specials. "I hate to keep hiding behind the writers' strike" as the reason behind the woes of new programs, he said. "But it is a fact that the original idea was having four elements that rotated on a month-to-month basis. That's one idea. What we've been doing is another, which is *Davy Crockett* turns up once and then comes back two months later." Other series in the rotation have also failed to keep pace, he said. □

Stringer gives thumbs up to LeMasters

In the face of recent speculation that has CBS Entertainment President Kim LeMasters on the way out as head of that division on the heels of a slate of failed first-year programing this season, Howard Stringer, president, CBS/Broadcast Group, gave LeMasters and the entire entertainment division team a vote of confidence during the CBS portion of the January press tours.

"I'm completely satisfied with the team that is in place now in the entertainment division," said Stringer. "It's important that we have a collaborative effort, and we have the parts to do just that," he said.

Stringer did not place the blame for this season's prime time failure at LeMasters' feet; instead, he listed several other factors. "Last year's schedule was made in the midst of changing executives, in a period of transition," he said. "All areas," he said, "were in a period of chaos, including the news division."

Stringer

Stringer's main responsibility in the last six months since he replaced Gene Jankowski, he said, has been "to turn the network into a confident place to work." Another of his duties has been to visit with producers in an effort to make CBS more attractive to the creative community. Thus far, producers have tended to shun the third-place network, preferring to take their shows to either NBC or ABC. "We have a clear problem at 8 p.m.," Stringer said, referring to the network's awkward attempts to schedule a successful early-evening comedy. "Despite our efforts to woo members of the Hollywood community, we haven't had much success," he said. "Looking at our situation," said Stringer, "no one would be eager to walk into an 8 p.m. slot. However," he joked, "the peak of our slump has been reached."

Despite the recent popularity of what is called "trash TV," Stringer said that programing, which he described as "the dark at the end of the tunnel," will not be found on CBS. "If we hope to regain any of our 'Tiffany network' reputation," he said, "we have to ignore certain quick-fix strategies that may grab an instant audience. If you strangle your grandmother on television, you'll get good ratings," he said, "but you can be sure she won't be back for a second interview." □

Shifting gears: CBS hits second place, again

NBC won the prime time week (ended Jan. 8, the 16th week of the 1988-89 season), but CBS's second-place average was just shy of upsetting NBC's winning streak. NBC won the week with a 15.5 rating and a 24.1 share. CBS came in right behind with a 15.4/23.9. ABC closed out the week with a 12.8/19.9.

The previous week, ended Jan. 1, CBS narrowly edged out ABC for second place; but the gap between runner-up and first place then was a full 1.3 rating points, not the slim 0.1 points for the current week.

CBS also won the evening news race, pulling in a 13.5/23 over ABC's 12.3/21 and NBC's 11.6/20. (The latter two networks preempted their Monday night newscasts for telecasts of football.)

	Nielsen		Net		Show
1	28.6/43		N		Cosby Show
2	25.6/38		C		60 Minutes
3	25.1/35		C		Murder, She Wrote
4	25.1/37		N		Cheers
5	25.0/37		N		Different World
6	24.2/35		A		Roseanne
7	23.5/37		N		Golden Girls
8	22.6/37		N		Empty Nest
9	21.7/32		A		Who's the Boss?
10	20.8/31		N		Dear John
11	20.3/31		A		Growing Pains
12	20.2/31		C		Designing Women
13	19.5/32		N		L.A. Law
14	19.2/29		A		Head of the Class
15	19.1/28		C		Murphy Brown
16	19.0/33		N		Hunter
17	18.6/29		C		CBS Sunday Movie
18	18.4/28		N		Unsolved Mysteries
19	18.2/30		N		Amen
20	18.0/26		N		Matlock
21	17.8/28		A		Full House
22	17.4/26		A		ABC Sunday Movie
23	17.2/26		N		In the Heat of the Night
24	16.9/26		C		CBS Tuesday Movie
25	16.8/27		A		Perfect Strangers
26	16.7/25		A		thirtysomething
27	16.5/28		N		227
28	16.4/27		C		Knots Landing
29	16.2/23		N		Family Ties
30	16.1/25		A		Mr. Belvedere
31	15.9/24		N		Night Court
32	15.8/27		C		Almost Grown
33	15.8/25		C		CBS Wednesday Movie Special
34	15.7/25		C		Dallas
35	15.7/23		C		TV 101 Special
36	15.4/26		A		20/20
37	15.1/23		N		Fiesta Bowl
38	14.9/24		A		Just the Ten of Us
39	14.8/22		A		Rose Bowl
40	14.5/22		A		Wonder Years
41	14.3/21		N		NBC Sunday Movie
42	14.0/20		N		Day by Day
43	13.9/23		A		China Beach
44	13.5/20		C		48 Hours
45	13.4/22		N		Midnight Caller
46	13.3/20		A		Hooperman
47	12.9/22		C		Falcon Crest
48	12.8/21		N		Orange Bowl Game
49	12.7/21		A		Heartbeat Special
50	12.2/18		C		Paradise
51	12.1/19		C		Beauty and the Beast
52	11.3/16		C		Tour of Duty
53	11.2/18		C		CBS Saturday Movie Special
54	11.1/19		N		Miami Vice
55	10.8/16		A		Dynasty
56	10.7/16		N		Baby Boom
57	10.3/14		F		Married...With Children
58	10.2/15		A		Incredible Sunday
59	10.0/15		N		Magical World of Disney
60	9.5/16		A		ABC Saturday Movie
61	9.4/15		N		NBC Friday Movie
62	9.2/13		F		America's Most Wanted
63	8.5/12		A		Mission: Impossible
64	8.1/14		A		Sugar Bowl
65	7.9/14		C		West 57th
66	7.5/13		N		Tattinger's
67	7.1/11		C		TV 101
68	6.7/11		A		Heartbeat
69	6.6/11		C		Dirty Dancing
70	6.2/9		A		Knightwatch
71	6.1/9		F		21 Jump Street
72	5.5/8		F		Garry Shandling Show
73	4.9/7		F		Tracey Ullman Show
74	3.7/6		F		Duet
75	3.3/6		F		Reporters
76	1.9/3		F		Beyond Tomorrow

* Indicates premiere episode

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